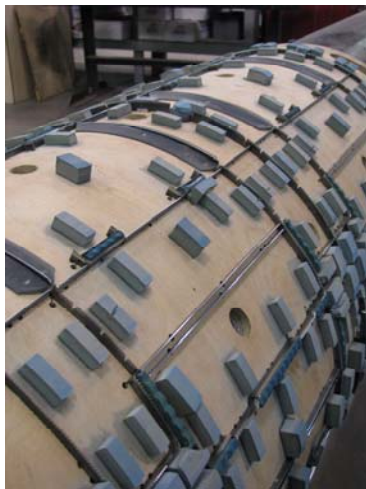
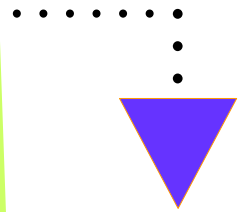




You're Invited: Rotary Die Showcase



- Produce your die from our common file
- Ship to Shepard Warehouse for arrival between April 5 and April 25
- All dies will be displayed in the Techshop™ on a uniform stand
- Optional: informal presentation on what makes your die unique
- Optional: submit and compare production times; benchmark your stats against top diemakers in North America

- **Excellent VISIBILITY** for your company
- **HUNDREDS OF CONVERTERS** view your rotary die on display throughout the 3-day Odyssey trade show
- **Unique opportunity** for converters to discover and compare your state-of-the-art diemaking skills
- **NO COST TO YOU** besides producing and shipping the die
- **Available only to IADD Members**

May 4-6, 2011
Nashville Convention Center
Nashville, TN, USA

Call 1-815-455-7519
Email cccrouse@iadd.org

Application Deadline is April 1
Dies must be received by April 25

See Attached for Full Details

IADD•FSEA ODYSSEY
Rotary Die Showcase
May 4-6, 2011

In the quest to continually add value for both members and show attendees, we have created an exciting new program at the upcoming Odyssey.

As an IADD member diemaker, you are being offered the opportunity to showcase a rotary die in the Odyssey Techshop™ at no cost other than producing and shipping the die. Your die will be on display throughout the show and can be viewed any time the Techshop is not being used for a presentation. We will reserve certain times where you can give a five to ten minute informal presentation describing what makes your die unique. The presentation is completely optional. You do not even need to attend the show (although we highly recommend it) in order to participate in the showcase.

The goal is to provide converters with the opportunity to see what is state-of-the-art in rotary diemaking. The dies will be roped off and signs will be posted instructing attendees not to touch or photograph the dies. Every die will be produced from a common file and will be displayed on a common stand.

The files for the die are attached to this email (in PDF, Artios, and DDES3 formats), as are the files for the die stand. The only requirement is the die itself. We are offering the file for the stand and would ask that you include it with the die, but if you only wish to supply the die, we will produce the stand for you.

As an added benefit to you, we are offering the opportunity to submit production times to IADD which will be compiled and anonymously reported back to participating companies. This is a great way to benchmark against the top diemakers in North America. This is purely voluntary and is not a requirement in order to display a die. If you are interested in participating, the information we request is attached to this email.

In order to get realistic times, you may consider limiting who in your company knows this will be a show die. Obviously we would expect people to take extra precautions and produce a die that looks great, but we suggest letting the die run through your shop without disclosing the ultimate use of the die. In the end if you produce a show die, the numbers you compile may not reflect true manufacturing times. If your die is not attractive, it will not present well in the TechShop. The compromise may come in letting a manager know what the ultimate use is so he or she can follow it through each step of the manufacturing process, insuring both the times are accurate and the die looks great.

The deadline for completing the attached form to announce your participation is April 1, 2011. Once we receive your form, you will be contacted directly by Shepard Logistics, who will quote a fee for both shipping and material handling. Costs will vary depending on location. Shepard Logistics will provide you with a link that will allow you to log in, review your quote, and activate your service, all in one easy step.

The die **MUST** be shipped through Shepard Logistics and must arrive at the Shepard Warehouse in Nashville no earlier than Tuesday, April 5, and no later than Monday, April 25, 2011. Dies

received after that date—or shipped directly to the convention center—will not be eligible and will not be displayed.

If you would like your die returned at the conclusion of the show, you must package it so that it can go back in the same package in which it arrived. You will be responsible for the freight and handling both into and out of the Techshop.

If you would like to set up the die yourself, the set-up day will be Tuesday, May 3, 2011, beginning at 8:30 AM. Any die not set up by 4:30 PM that day will not be displayed. You have the option of having IADD do the set-up for you; however the association is not responsible for any damage that may occur. The same holds true if you would like your die returned. The association will gladly pack up your die, but is not responsible for any loss or damage.

If you are interested in participating in this program, please complete and return the attached Rotary Die Showcase Application Form by Friday, April 1, 2011. If you have any questions, please feel free to call Cindy Crouse at 1-815-455-7519 or Ed Mucci Jr. at 1-908-862-3366.

Sincerely,
The Odyssey Team

Attachments in a ZIP file:

1. Rotary Die Showcase Application Form (Showcase Application.doc)
2. Common Rotary Die File (Odyssey 2011 Comparison Die.pdf, Odyssey 2011 Comparison Die.ARD, Odyssey 2011 Comparison Die.dd3)
3. Common Wooden Stand File (Stand Drawing.pdf, Stand.dd3, Stand.pdf)
4. Production Time Compilation Form (Showcase Time Questionnaire.doc)

showcase text.doc